



# **Current & Planned Marketing Campaigns** **(Advertising & Promotional Materials)**

**Samples for State Authorization Application**

March 2023 and onward



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**Method:** Digital

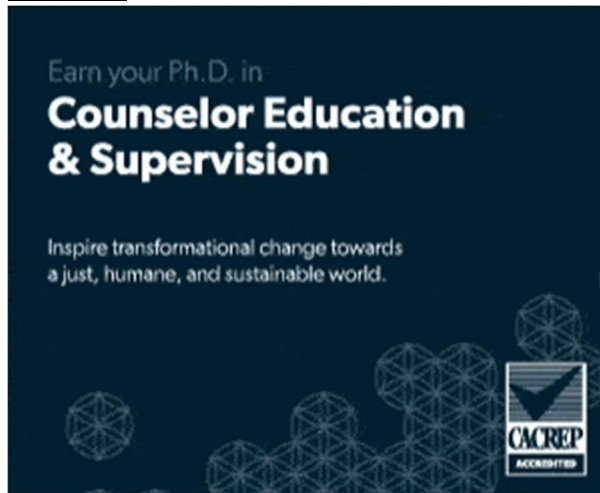
**Program(s):** Counseling Degree Programs

**Length & Location(s):**

Square Ad

1. April 1<sup>st</sup>, 2023 – March 30<sup>th</sup>, 2024: American Mental Health Counselors Association Website ([www.amhca.org/home](http://www.amhca.org/home))

**Artwork:**



**Method:** Digital

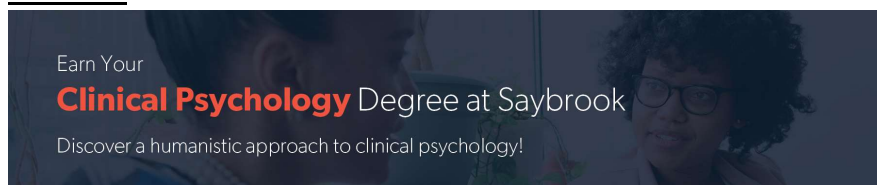
**Program(s):** Humanistic Clinical Psychology Degree Programs

**Length & Location(s):**

Banner Ad

2. March 1<sup>st</sup> – 31<sup>st</sup>, 2023: California Psychological Association Website ([www.cpapsych.org/](http://www.cpapsych.org/))
3. April 3<sup>rd</sup> – 30<sup>th</sup>, 2023: Netroot Nations Website ([www.netrootsnation.org/](http://www.netrootsnation.org/))
4. April 1<sup>st</sup> – July 1<sup>st</sup>, 2023: Western Psychological Association Website ([www.westernpsych.org/](http://www.westernpsych.org/))

**Artwork:**



LEARN MORE

**Method:** On-ground

**Program(s):** Humanistic Clinical Psychology Degree Programs

**Length & Location(s):**

Conference Sponsorship & Program Ads

5. March 2<sup>nd</sup> – 4<sup>th</sup>, 2023: Eastern Psychological Association Conference (The Westin Copley Place at Boston, MA)
  - a. Print 1/2-page ad in program book & banner ad in conference mobile app
  - b. Printed Program QR Code Cards
6. March 31<sup>st</sup> – April 2<sup>nd</sup>, 2023: Southwestern Psychological Association Conference (Embassy Suites Dallas Frisco Hotel & Convention Center at Frisco, TX)
  - a. Full-page ad in program book
7. April 27<sup>th</sup> – 30<sup>th</sup>, 2023: Western Psychological Association Conference (Riverside Convention Center at Riverside Convention Center, CA)
  - a. Print full-page ad in program book

**Artwork:**



Saybrook University offers an online Ph.D. program in clinical psychology for those entering with a bachelor's or master's degree. Develop a whole-person humanistic framework that employs evidence-based and practice-informed theories and interventions that meet the mental-health and wellness needs of diverse persons and populations.

**Ph.D. in Clinical Psychology**



**Customize your clinical psychology degree by sampling courses or declaring a specialization in:**

Existential-humanistic psychology; creativity studies; Jungian studies; complex trauma and the healing process; consciousness, spirituality, and integrative health; advanced psychological assessment; or psychophysiology

[saybrook.edu](http://saybrook.edu) | 888.388.0032 | To schedule an appointment today, scan the QR code:



**Artwork (Cont'd):**

Earn Your  
**Clinical Psychology Degree**  
at Saybrook

Saybrook University offers an online Ph.D. in Clinical Psychology program for those entering with a bachelor's or master's degree. Customize your clinical psychology degree by sampling courses or declaring a specialization in Existential-Humanistic Psychology; Creativity Studies; Jungian Studies; Complex Trauma and the Healing Process; Consciousness, Spirituality, and Integrative Health; Advanced Psychological Assessment; or Psychophysiology.

Develop a whole-person, humanistic framework and employ evidence-based and practice-informed interventions to meet the mental health wellness needs of diverse persons and populations.

**Discover a humanistic approach to clinical psychology!**



Scan the QR code  
to learn more.



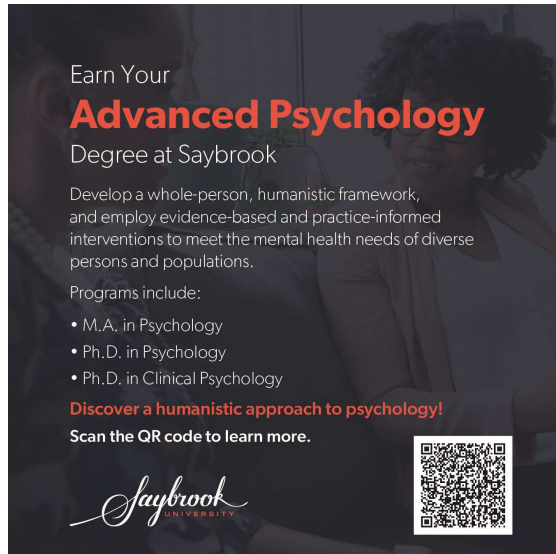
**Method:** On-ground

**Program(s):** Humanistic Psychology & Humanistic Clinical Psychology Degree Programs

**Length & Location(s):**

8. May 2<sup>nd</sup> – June 30<sup>th</sup>, 2023: Psychology Today Publication (May/June Issue)
  - a. Print 1/3-page ad

**Artwork:**





Earn Your  
**Advanced Psychology**  
Degree at Saybrook

Develop a whole-person, humanistic framework, and employ evidence-based and practice-informed interventions to meet the mental health needs of diverse persons and populations.

Programs include:

- M.A. in Psychology
- Ph.D. in Psychology
- Ph.D. in Clinical Psychology

**Discover a humanistic approach to psychology!**  
Scan the QR code to learn more.

**Method:** Digital

**Program(s):** Integrative Social Work Degree Programs

**Length & Location(s):**

Banner Ad

9. March 1<sup>st</sup> – October 31<sup>st</sup>, 2023: National Association of Social Workers Website & Retargeting in Non-NASW Websites (<https://www.socialworkers.org/>)

**Artwork:**



	<p><b>Ph.D. in Integrative Social Work</b> A person-centered, evidence-informed approach to community health</p>	 
	<p><b>Ph.D. in Integrative Social Work</b> Develop the leadership and research skills needed to transform communities</p>	 

**Method:** On-Ground

**Program(s):** Mind-Body Medicine Degree Programs

**Length & Location(s):**

Printed Program QR Code Cards

10. March 16<sup>th</sup> – 19<sup>th</sup>, 2023: American Psychology Association Division 32 “Humanistic Psychology” Conference (University of New Mexico at Albuquerque, NM)
11. April 26<sup>th</sup> – 29<sup>th</sup>, 2023: Association of Death Education & Counseling Conference (Hyatt Regency at Columbus, OH)

**Artwork:**



Contemplative end of life care focuses on the spiritual aspects of existential pain and suffering, it is a holistic approach to providing psychosocial support, comfort, and care given during the time leading up to and surrounding death. Saybrook students are prepared with essential professional competencies for providing compassionate, skillful care that tends to the emotional, spiritual, and practical needs of individuals and their families who are living with life limiting and terminal illness.

**Contemplative End-of-Life Care Specialization**  
**Ph.D. in Mind-Body Medicine**



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**Method:** Digital

**Program(s):** Mind-Body Medicine & Integrative Functional Nutrition Degree Programs

**Length & Location(s):**

Dedicated Email

12. March 15, 2023: Integrative Practitioners (Members' Email)

**Artwork:**

**Integrative Practitioner E-Blast**

**Subject (< 60 characters):** Be at the forefront of integrative health and wellness

**Preheader (<90 characters):** Explore degrees in Mind-Body Medicine and Integrative and Functional Nutrition

**Text:**

The health care industry is increasingly recognizing the importance of integrative care and wellness when treating patients. Physicians, nutritionists, and counselors are being challenged to incorporate individualized, holistic strategies in promoting optimal health. Saybrook University offers several online programs to prepare you to be at the forefront of integrative health and wellness.

**Mind-Body Medicine programs**

Encompassing integrative care, mind-body science, practice, research, and ethics, our Mind-Body Medicine programs are focused on one of the fastest-growing areas of health care.

- M.S. Mind-Body Medicine
- Ph.D. Mind-Body Medicine: Specialization in Applied Psychophysiology
- Ph.D. Mind-Body Medicine: Specialization in Contemplative End-of-Life care
- Ph.D. Mind-Body Medicine: Specialization in Integrative and Functional Nutrition
- Ph.D. Mind-Body Medicine: Specialization in Integrative Mental Health
- Ph.D. Mind-Body Medicine: Specialization in Integrative Wellness Coaching
- Ph.D. Mind-Body Medicine: Specialization in Mindful Leadership in Healthcare
- Certificate in Contemplative End-of-Life Care
- Certificate in Mind-Body Medicine
- Certificate in Mindfulness Applications (*must be a current enrolled Saybrook student*)

[Learn more about our Mind-Body Medicine programs here.](#)

**Integrative and Functional Nutrition programs**

Combining established science of nutrition with the emerging fields of holistic and functional medicine, our Integrative and Functional Nutrition programs offer science-based perspectives and clinical approaches to promote wellness.

- M.S. Integrative and Functional Nutrition
- Ph.D. Integrative and Functional Nutrition
- Certificate in Integrative and Functional Nutrition

[Learn more about our Integrative and Functional Nutrition programs here.](#)





**Method:** Digital

**Program(s):** Transformative Social Change Degree Programs

**Length & Location(s):**

Dedicated Email

13. March 21, 2023: IMPACT Conference (Attendees' Email)

Banner Ad

14. April 10<sup>th</sup> – June 10<sup>th</sup>, 2023: International Documentary Association Website  
([www.documentary.org](http://www.documentary.org))

**Artwork:**

**Saybrook – Transformative Change Email**

**Subject:** Explore advanced degrees in Transformative Social Change

**Preheader:** Learn to contribute to civil society advocacy to make positive change in the world

**Body**

In today's world of constant economic and governmental uncertainty, it can feel like everyday citizens are left to fend for themselves. Many people desire positive social change but only a few have the necessary skills to effectively channel that desire into actionable leadership. Empowering students to build those skills and impact the world around them is the focus of Saybrook University's programs in Transformative Social Change.

**Transformative Social Change Programs**

Our Transformative Social Change programs are designed to help students combat global strife and mitigate community suffering by studying the intersectionality of seemingly disparate systems, generational poverty, and how policy is written and enacted in certain communities.

- M.A. in Transformative Social Change
- M.A. in Transformative Social Change, Peace and Justice Studies Specialization
- M.A. in Transformative Social Change, Social Impact Media Specialization
- Ph.D. in Transformative Social Change

[Learn more about our Transformative Social Change programs here.](#)

**Peace and Justice Studies Specialization**

Attendees of the 2023 IMPACT National Conference may have interest in Saybrook's Peace and Justice Studies Specialization program. The conference is the largest gathering for those in higher education committed to engaging college students in service, activism, politics, advocacy, and other socially responsible work.

Peace and Justice Studies students examine the theory and history of social change, learning how discrimination, access to food, and myriad other factors pose challenges for underrepresented populations and how bringing that conflict to light can move us all toward a more just global society.

[Learn more about the M.A. in Transformative Social Change, Peace and Justice Studies Specialization here.](#)

**Artwork (Cont'd):**



Learn More